



10th Global Conference on Business and Social Sciences

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**Global Academy of Training & Research (GATR) Enterprise
Malaysia**



**6-7 December 2019
Penang, Malaysia**



10th Global Conference on Business and Social Sciences

Conference Homepage: <http://gcbss.org/cibssr2019/index.html>

December 6th to 7th, 2019

G Hotel, Gurney, Penang, Malaysia



Proceedings of the 10th Global Conference on Business and Social Sciences on *"Contemporary Issues in Business and Social Sciences Research"* (CIBSSR – 2019)

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Penang, Malaysia

**Global Academy of Training and Research
(GATR)**

Kuala Lumpur, Malaysia

Editors:

Professor Dr. Cheryl Lynn Duckworth

Professor Dr. Kamran Ahmed

Professor Dr. Ahmad Fauzi Abdul Hamid

Asst. Professor Dr. Kashan Pirzada



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Acknowledgment

Welcome to proceeding of the 10th Global Conference on Business and Social Sciences 2019, with the theme of "Contemporary Issues in Management and Social Sciences Research".

It was pleasure to edit the conference proceeding which contains all accepted abstracts that were presented and considered for publication at the 10th GCBSS, held on 6th and 7th December, 2019 in Penang, Malaysia in cooperation with international and national universities, institutes and publishers, namely, University of Prešov, (Slovakia), Cairo University (Egypt), Kalasalingam University (India), University of Kelaniya (SriLanka), Brawijaya University (Indonesia), Czestochowa University of Technology (Poland), Asia Pacific Institute of Dispute Management (Australia), Elsevier (UK), Inderscience (Switzerland) and GATR Journals (Malaysia).

10th GCBSS received a great number of abstracts for presentation, many of which high-quality scholarly works. As a result, the selection panel had to make decisions with considerable care. We are highly grateful to the authors for their enthusiasm, and to the reviewers for their painstaking work. Some of the accepted papers were selected for publishing in the Polish Journal of Management Studies (ISI & Scopus), Entrepreneurship And Sustainability Issues: (ISI & Scopus), TEM JOURNAL (ISI & Scopus), Economy of Region (ISI & Scopus), African Journal of Hospitality, Tourism and Leisure: (Scopus), and in GATR Journals: GATR Global Journal of Business Social Sciences Review (GATR-GJBSSR), GATR Accounting and Finance Review (GATR-AFR), Journal of Business and Economics Review (GATR-JBER), GATR Journal of Finance and Banking Review (GATR-JFBR), and GATR Journal of Management and Marketing Review (GATR-JMMR) and all full paper publications are sponsored by Global Academy of Training & Research (GATR), the leading organizer of this conference.

The conference provided a platform for sharing novel ideas and inspiring research outcomes of the academics from different countries, including the USA, UK, Australia, UAE, Poland, Hungary, New Zealand, South Africa, Malaysia, Nigeria, India, Indonesia, China, Pakistan, Philippine, Sri Lanka, Latvia, Austria, Thailand, Vietnam, Korea, Taiwan, Norway, Slovakia, Czech Republic and Russia. It was also attended by five prominent keynote speakers: Professor Dr. Cheryl Lynn Duckworth, Nova Southeastern University, USA, Professor Dr. Kamran Ahmed, La Trobe University, Australia, Professor Dr. Ahmad Fauzi Abdul Hamid, Universiti Sains Malaysia (USM), Malaysia, Professor Dr. Bjoren Willy Aamo, University of Norland, Norway. and Asst. Professor Dr. Kashan Pirzada, University Utara Malaysia, Malaysia, we are grateful to them for their invaluable contribution.

We hope this conference will contribute to meaningful paradigm shifts in business and social sciences research, in general, and the delegates' career development, in particular. Finally, we would like to thank everybody who contributed in many ways to the success of the conference, especially to session chairs and the members on organizing committee.

We wish to see you all in 11th GCBSS in Bangkok, Thailand.

Guest Editors:

Professor Dr. Cheryl Lynn Duckworth, Nova Southeastern University, USA

Professor Dr. Kamran Ahmed, La Trobe University, Australia

Professor Dr. Ahmad Fauzi Abdul Hamid, Universiti Sains Malaysia (USM), Malaysia.

Professor Dr. Bjoren Willy Aamo, University of Norland, Norway

Asst. Prof. Dr. Kashan Pirzada, University Utara Malaysia, Malaysia

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Professor Dr. Cheryl Lynn Duckworth

Nova Southeastern University, USA



Cheryl Duckworth is a professor of Conflict Resolution at Nova Southeastern University. A peace-building program leader and conflict resolution policy analyst, she has served such organizations as the Institute for Multi-Track Diplomacy and the Center for International Education. She has lived in Zimbabwe and Paraguay, and published and presented globally on her two passions, peace education and peace economics, exploring ways to transform the economic, political, social and psychological root causes of war and violence. Selected publications include her book which explores the role of dignity in social movements, *Land and Dignity in Paraguay*, and an article on her implementation of critical peace education curriculum in a juvenile detention home. A proponent of engaged scholarship, she co-edited *Conflict Resolution and the Scholarship of Engagement: Partnerships Transforming Conflict*, which examines how engaged scholarship can enhance the field of conflict resolution. In 2014, she published *Teaching About Terror: 9/11 and Collective Memory in US Classrooms*, which analyzes the narrative today's students are receiving about 9/11, and the implications of this for global peace and conflict. Most recently, she contributed a chapter to *The Changing Dynamics of Terrorism and Violent Extremism: An Analysis (Volume II)*.

Dr. Duckworth has trained hundreds of students, teachers and community leaders in peace education and conflict resolution both in the US and internationally. Currently she serves as the faculty advisor of NSU's Peace Education Working Group and on the Advisory Board of the Hope Development Organization, a women's rights and peace building organization in Pakistan, and Women's Promise, which advocates for and empowers women's leadership for peace globally. She has also appeared on peace-building related media, such as PRESSedent and The Doug Noll Show.

Duckworth teaches qualitative research methods, foundations of conflict resolution, History, Memory and Conflict Resolution, and peace education. She is active in the International Studies Association, the Comparative and International Education Society and the International Peace Research Association. As a model of engaged scholarship and student-centered curriculum, she also developed a Global Hybrid Course which examined peace education and peace building in Morocco. She also blogs at Teach for Peace.

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Professor Dr. Kamran Ahmed

La Trobe University, Australia



Kamran Ahmed is a Professor of Accounting & Finance, La Trobe Business School. He was Head of School of accounting from 2006-2010. Professor Ahmed began his academic career in Australia in 1988 at the Australian National University, and later had academic appointments at Victoria University of Wellington and the University of New England prior to joining La Trobe University in 1999. He had visiting appointments at the University of British Columbia, Exeter University, the University of Houston and Monash University. Professor Ahmed's research interests are corporate disclosure, corporate accounting policy choice, earnings management, international accounting harmonization, accounting and reporting practices in South Asia, and microfinance reporting. Professor Ahmed has published in such scholarly journals as Abacus, Accounting and Business Research, Accounting Education, Accounting and Finance, British Accounting Review, Corporate Governance: an International Review, Critical Perspective on Accounting, International Journal of Accounting, Journal of Accounting and Public Policy, Journal of Business Finance and Accounting, Journal of Contemporary Accounting and Economics, and Journal of International Accounting Research. Professor Ahmed has supervised several Honors, Master and Ph.D. candidates. He is currently on the editorial board of several journals including International Journal of Accounting, International Journal of Accounting, Auditing and Performance Evaluation, International Journal of Accounting and Information Management, Journal of Accounting and Organizational Change, and Research in Accounting in Emerging Economies, and has been an ad hoc reviewer for several other reputed refereed journals.

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Professor Dr. Ahmad Fauzi Abdul Hamid

Universiti Sains Malaysia (USM), Malaysia.



Ahmad Fauzi Abdul Hamid is Professor of Political Science, School of Distance Education, and Consultant Researcher with the Centre for Policy Research and International Studies (CenPRIS), Universiti Sains Malaysia (USM), Penang, Malaysia. In 2008-09 and 2015-16, he held Visiting Fellowships with the S. Rajaratnam School of International Studies (RSIS), Nanyang Technological University (NTU), and the ISEAS-Yusof Ishak Institute, Singapore, respectively. Trained as a political scientist and political economist at the universities of Oxford, Leeds and Newcastle, United Kingdom, his research interests lie within the field of political Islam in Southeast Asia. Ahmad Fauzi has published fifty scholarly articles in leading journals such as *Indonesia* and the *Malay World*, *Islamic Studies*, *Asian Studies Review*, *Southeast Asian Studies*, *Journal of Asian and African Studies*, *Asian Journal of Political Science*, *Japanese Journal of Political Science*, *Asian Survey*, *Pacific Affairs*, *Sojourn*, *Islam and Christian-Muslim Relations*, *Contemporary Southeast Asia*, *The Round Table* and *Journal of the Malaysian Branch of the Royal Asiatic Society*. He regularly contributes book chapters to edited volumes; recent ones include 'Religious Diversity in Malaysia: Between Islamic Orthodoxy, Unorthodoxy and Deviancy', in Mohamed Nawab Mohamed Osman (ed.), *Islam and Peacebuilding in the Asia-Pacific* (Singapore: World Scientific, 2018); 'Islamic education in Malaysia: Between neoliberalism and political priorities in light of the Malaysia Education Blueprint 2013-2015' (with Mohd Haris Zuan Jaharudin), in Cynthia Joseph (ed.), *Policies and Politics in Malaysian Education: Education Reforms, Nationalism and Neoliberalism* (London and New York: Routledge, 2018) and the latest, 'Islam, Political Culture and Practical Spirituality in Kedah, a State in Northwestern Malaysia', in Ananta Kumar Giri (ed.), *Practical Spirituality and Human Development: Creative Experiments for Alternative Futures* (Singapore: Palgrave Macmillan, 2019). Ahmad Fauzi's published research monographs bear such titles as *Islamic Education in Malaysia* (RSIS, 2010), *Political Islam and Islamist Politics in Malaysia* (ISEAS, 2013), *Middle Eastern Influences on Islamist Organizations in Malaysia: The Cases of ISMA, IRF and HTM* (ISEAS, 2016) and *The Extensive Salafization of Malaysian Islam* (ISEAS, 2016). Ahmad Fauzi's research has earned him airtime over international media outlets such as Singapore's Channel News Asia and the British Broadcasting Corporation (BBC), besides giving occasional commentaries over Malaysia's media channels such as *The Star*, *The Edge*, *The Malay Mail Online* and *Free Malaysia Today*. In May 2017, Ahmad Fauzi represented Malaysia at the Russia – Islamic World Strategic Meeting held in Grozny, Chechen Republic, Russian Federation. Since January 2019, Ahmad Fauzi has been chief editor of *Kajian Malaysia: Journal of Malaysian Studies* (USM Press).

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Professor Dr. Bjoren Willy Aamo

University of Norland, Norway



Bjørn Willy Åmo works as a professor of Marketing and Entrepreneurship at the Bodø Graduate School of Business at University of Norland, Norway. He has published more than 50 ISI papers in various research journals on different topics of entrepreneurship. His research interests relate to entrepreneurship education, corporate entrepreneurship, intrapreneurship, social entrepreneurship and business start-up. He is also a senior reviewer of many international journals of repute and performed guest editor services in many conferences. He teaches Marketing, entrepreneurship and small business management as well as in research methods. He is a member of the Norwegian Global Entrepreneurship Monitor team.

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Asst. Prof. Dr. Kashan Pirzada

University Utara Malaysia, Malaysia



Kashan Pirzada is a senior lecturer of Accounting at the Tunku Puteri Intan Safinaz School of Accountancy, Universiti Utara Malaysia. He has joined TISSA-UUM after 11 years of research and teaching at the University of Malaya, Institute of Business Management, SMI University and PAF-KIET University. Dr. Pirzada working experience includes an extraordinarily diverse range of University programmes and conferences, editorial activities, international study, and professional internships. He is the founding editor of the Global Journal of Business and Social Science Review, Accounting and Finance Review, Journal of Business and Economics Review and Journal of Finance and Banking Review that are indexed in several prestigious databases.

Dr. Pirzada research interests focus on corporate governance; corporate disclosure and consequences; corporate social responsibility and sustainability and Institutional Ownership and Capital Structure effects and has published in International academic journals, such as Elsevier Journal of Social and Behavioural Sciences, British Accounting and Finance; Polish Journal of Management Studies; Pertanika Journal of Social Sciences and Humanities, Entrepreneurship and Sustainability Issues, and International Journal of Economics and Management.

Dr. Pirzada has supervised a number of Master and Ph.D. candidate and act as an external examiner. He has been a lead guest editor for Elsevier Procedia of Social and Behavioural Sciences, Pertanika of Social Sciences and Humanities, and International Journal of Economics and Management. He is currently on the editorial board of several journals, including Polish Journal of Management Studies, International Trade and Business Law Review and International Journal of Ethics and Systems. He is a regular speaker at research and professional forums, including the workshops.

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12.	CIBSSR-00414	Valuing Urban Green Space: Benefits and Challenges for Urban Tourism in Quezon City, Philippines
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Knowledge and Information-Seeking Behaviour on Nasopharyngeal Cancer in Urban and Rural Sarawak, Malaysia

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ABSTRACT

The study examined knowledge and information-seeking behaviour on nasopharyngeal cancer (NPC) in urban and rural Sarawak. A survey was conducted in Kuching and Kampung Bengoh involving 121 respondents (44 Kuching; 77 Kampung Bengoh). The results showed that most respondents do not have family and friends who had NPC, and their work are not related to NPC. A majority of them had not looked for information on NPC and only four of them have had screening for NPC. As for intention to obtain more information on NPC in the next six months, only 46.3% reported likelihood to do so but 20.7% were unlikely to do so because they felt uncomfortable with the subject of cancer and they did not feel a need to find out more about it. There were no significant differences between the Kuching and Bengoh respondents on their attitudes towards information-seeking on cancer and intention to seek information on NPC. However, the common sources of information on NPC differ for the urban and rural respondents: the urban respondents relied on the Internet, their doctors and leaflets for NPC information but the rural respondents depended on the television, radio and newspaper are the main sources of health information. These results suggest that different channels of information need to be used to address the low level of awareness on NPC and ambivalent attitudes towards seeking information on NPC in rural and urban areas in Sarawak.

Keywords: nose and throat cancer, nasopharyngeal cancer, information-seeking, disease knowledge